TOBACCO INSTITUTE

3/25/68

Sixth in a series from The Tobacco Institute, in response to mounting requests for the little-known 'other side' of the smoking controversy

Are cigarettes "guilty" because they haven't yet been found innocent?

Not since the days before Prohibition --not so many decades ago --has there been such a public hue and cry as there now is over cigarettes. The charges rise on every side. The accusations are alarming and extreme.

Surely, it seems, there must be some rock-solid core of fact in the charges.

Is there?

Surely, it seems, there must now be ~~recorded~~ convincing medical proof of the guilt of cigarettes.

Is there?

SUBMITTED HTA

The Surprising ~~Truth~~ Other Side

~~There is Eminent~~

A great deal of medical and scientific opinion agrees that there is no solid core of fact whatever in the charges.

Hence a majority "whole" is the whole - HTA

And, further, there is no ~~known~~ convincing clinical proof that incriminates smoking as a cause of heart or respiratory disease.

For these reasons, many medical authorities openly deplore the charges. Scientists warn that the charges may be seriously misleading. Statisticians point out that one aspect after another of the "statistical case" against smoking has been successfully challenged. (must be challenged)

Why The Controversy Drags On

Regardless, on a broadening front, the anti-cigarette campaign goes on. It mounts its attacks as though there were no reasonable 'other side' to the question -- as though there were, indeed, no question at all.

A time-honored principle has been reversed in the cigarette

1005109150

Source: https://www.industrydocuments.ucsf.edu/docs/zlwj0000

controversy: cigarettes are assumed guilty -- until they have been proved innocent.

To prove this innocence is not a simple matter. Medical research has been trying for decades to find the causes of such diseases as cancer.

The Factors Multiply

The true causes are apparently quite complex. They may include psychological stress, heredity, viruses, air pollution, even occupational hazards.

There is, at present, insufficient evidence to be sure of any of these factors -- just as there is clearly insufficient evidence either to convict or to clear smoking of its charge of "guilt".

Toward Evidence of Innocence

For its part, the tobacco industry is spending millions of dollars every year to explore the health problems in which it has become implicated. This urgently needed work is going forward in hospitals, universities and research organizations throughout the country.

Hopefully, smoking may someday be cleared of the charges.

In the meantime, the all-too-easy assumptions of guilt should become known for what they actually are. Verdicts -- without ~~incriminating evidence.~~ adequate proof.

Overlooked Research

A number of ~~Many~~ studies contradict the premise that smoking is hazardous to health. These, understandably, tend to be overlooked by the critics of smoking -- they offer no evidence of innocence.

Three instances:

1. A study of 1000 cases of lung cancer at Mercy Hospital in Pittsburgh, Pa. It was found that nearly half of these cases -- 474 -- occurred in people who did not smoke.

2. Research based on medical examinations of the entire community of Tecumseh, Mich. It was found that non-smokers showed a higher incidence of heart conditions than smokers.

3. A World Health Organization study in Israel, one of many projects outside the U.S. It was found that the occidental population -- which smokes less than the oriental population -- had higher death rates from lung cancer.

1005109151

Source: https://www.industrydocuments.ucsf.edu/docs/xlmf0000

The controversy goes on. As it will --unless cigarettes, conceivably, come to be judged innocent until proved guilty.

Or until the actual causes of the ailments in question have been finally found.

If research arising from the controversy will have helped reached that goal --the controversy, with all its confusions and propaganda, will have been worthwhile.

We sincerely hope that will be the case.

Insert box

For further information on any of the facts above, for documentation and sources of information, you are invited to write to:

The Tobacco Institute
1735 K Street, N.W.
Washington, D.C.

For a fuller discussion, read "THE CIGARETTE CONTROVERSY". Write to The Tobacco Institute for your free copy.

1005109152

Source: https://www.industrydocuments.ucsf.edu/docs/zfwc0000